

# Michael Southgate

Digital Designer

Email

me@michaelsouthgate.co.uk

Portfolio

michaelsouthgate.co.uk

## WORK

### Senior Freelance Designer (2010 - Present)

Clients have included LBi, Wunderman, Rufus Leonard, Reason and DDB working on brands such as Lloyds, Guinness, British Gas, Channel 4, Samsung, Ford and Macmillan Cancer Support.

### Ogilvy One (2008 - 2010)

Senior Designer and Digital Art Director on Kodak. Working as part of a creative team I conceptualised and designed strategic online campaigns for all parts of the business. I also managed creative direction for the online shop on a monthly basis and art directed TV, press and in-store creative for the 'Print and Prosper' campaign.

### Ogilvy Redworks (2007 - 2008)

Concepted and designed emails, banners, websites and assets for clients such as British Airways, BT, IBM, and Amex. Led design for BT Tradespace online advertising.

### Freelance Designer (2003 - 2006)

Clients included an online brand and marketing consultancy, an illustrator and an artists studio

### Design Tutor (2003-2006)

ND Multimedia Tutor, HND Photography Interactive Design Tutor. Wrote and delivered workshops.

## EDUCATION

### Graphic Media Communication BA (Hons)

2:1 - Bradford School of Art 1999 - 2003

## SOFTWARE

I am proficient in most design-based software and services including Sketch, Invision, Photoshop, InDesign, Illustrator, Premiere and other Adobe CC packages. Also experience of the usual PC and Mac office software (including using Keynote to prototype). I also have a good knowledge of HTML 5 and CSS 3.